

Message Text

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ACTION COME-00

INFO OCT-01 EA-11 ISO-00 EB-11 DRC-01 RSC-01 /025 W

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FM AMEMBASSY MANILA

TO SECSTATE WASHDC 8064

INFO AMEMBASSY SINGAPORE

UNCLAS MANILA 10636

FOR COMMERCE

E.O. 11652: N/A

TAGS: BEXP, RP

SUBJ: CATALOG SHOW: TEXTILE AND APPAREL EQUIPMENT

1. SHOW CLOSED SUCCESSFULLY SEPTEMBER 14 WITH TOTAL 460 VISITORS. OPENING DAY, WHICH FEATURED QUESTION-AND-ANSWER SESSION BY INDUSTRY EXPERT JACKSON, ATTRACTED 140, INCLUDING SOME WHO CAME FOR MORNING AND THEN RETURNED LATER FOR MORE INTENSIVE REVIEW OF CATALOGS.

2. PROMOTIONAL EFFORTS INCLUDED PRE-SHOW MAILING TO 350 FIRMS, WHICH INCLUDED ALL TEXTILE MANUFACTURERS AND MOST OF GARMENT MANUFACTURERS IN GREATER MANILA AREA, PRESS NOTICES, INTENSIVE TELEPHONE CAMPAIGN, AND FIVE MINUTE TELEVISION SPOT ON PRIME-TIME EVENING NEWSCAST OPENING DAY. MOST VISITORS TO SHOW HAD BEEN PERSONALLY CONTACTED IN ADVANCE, BUT GENERAL PUBLICITY EFFORTS ATTRACTED OTHERS FROM AS FAR AWAY AS CEBU. SUCCESS OF PROVINCIAL EFFORT LARGELY ATTRIBUTABLE TO USIS, WHICH AS IN PREVIOUS SHOWS ASSISTED IMMEASURABLY IN REPRODUCTION OF MATERIALS, PREPARATION OF POSTERS, AND PLACEMENT OF PRESS RELEASES.

3. TIMING OF SHOW FORTUITOUS IN THAT IT COINCIDED WITH CURRENT EXPANSION OF TEXTILE AND GARMENT INDUSTRY. IN ADDITION TO ESTABLISHED MANUFACTURERS, SHOW VISITED BY NUMEROUS RECENT OR PROSPECTIVE ENTRANTS INTO TEXTILE/GARMENT FIELD. MANY OF THESE, BEING INEXPERIENCED, WERE LOOKING FOR
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ADVICE AND GUIDANCE, WHICH T.J. JACKSON WAS UNIQUELY ABLE TO PROVIDE. ANTICIPATE THAT SHOW MAY LAY GROUNDWORK FOR

US EQUIPMENT PURCHASES FAR INTO FUTURE FROM AMONG THIS
CATEGORY PROSPECTIVE BUYERS.

4. PARTICIPATION OF INDUSTRY EXPERT WITH QUALIFICATIONS OF
JACKSON SINE QUA NON FOR SUCCESS OF SHOW. JACKSON THROUGH
WIDE KNOWLEDGE OF FIELD ABLE TO FILL GAPS RESULTING FROM
NON-PARTICIPATION OF MANY US MANUFACTURERS AND TO ESTABLISH
DIALOGUE WITH VISITORS WHICH ENHANCED THEIR ATTENDANCE.
THROUGHOUT SHOW HIS TIME ALMOST FULLY BOOKED WITH SCHEDULED
AND DROP-IN APPOINTMENTS.
SULLIVAN

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